

Memorandum

August 23, 2005

TO: Phil Isenberg, Chairman, Blue Ribbon Task Force, MLPA
FROM: Kris Lindstrom, Central Coast Stakeholder Group Member for CCMLPA Initiative

Subject: Funding for the Marine Life Protection Act

I am a member of the Central Coast Stakeholders Group and am providing these thoughts to you outside of the scope of our work to help you in your task of seeking funding for the program.

One potential source of long-term funding for the program might be corporate or private sponsorships. I am thinking that a corporation or organization or individual could serve as the official sponsor for a Marine Protected Area much as has been done for the Coastal Clean-up days, Olympic Games, various sports stadiums, etc. Another analogy might be that of the Adopt-a-Highway program by Caltrans or the Environmental License Plate Program. Use of official corporate or private sponsors could provide a high profile and long-term source of funding, an institutional support for protection of a public resources, and the opportunity to get a lot of buy-in and support from a diverse number of stakeholders for MPA's.

There could be minimal levels of funding to qualify for various recognized levels of funding and they could range up into the millions for support with the recognition of actual naming of a MPA after the corporate sponsor.

There could be categories such as:

Whales > \$1, 000,000 a year

Any number of categories left to the imagination

Sand Dollars < \$50 for classrooms of kids, etc.

Such funding could help foster a network of newsletters for the various MPAs and events or activities to support sustainability, stewardship, education, clean-ups, docent activities, etc.

Private funding could support education, monitoring program costs, enforcement and patrols, clean-ups, pollution prevention efforts, restoration efforts, etc. A laundry list of needs could be developed and sponsorship sought and recognition offered.